AMENDMENTS TO THE CLAIMS

Claims 1 - 8 (cancelled)

Claim 9 (currently amended): A method of checking content as a step prior to possible clearance comprising:

receiving an electronic package from a submitter, the electronic package containing at least one content item;

encoding a spot thereby creating an electronic spot file on a first computer system;

assigning an identifier to the electronic spot file;

associating the electronic spot file and identifier with a content medium;

entering a spot count in a submission form corresponding to the content medium, the spot count corresponding to the number of electronic spot files associated with the content medium;

entering one or more recipients of the content medium in the submission form;

transmitting the content medium to the one or more recipients for checking;

evaluating the electronic spot file on a second computer system;

transmitting feedback relating to the electronic spot file as a checking process;

viewing and checking a content item;

selectively entering a comment on the content item after checking;

collecting further comments from one or more entities after further checking; and

transmitting the comment and the further comments to the submitter for selectively further action, such further action including at least one of changing the content or disregarding the content.

Claim 10 (original): A method as recited in claim 9 further comprising transmitting the electronic package to one or more primary recipients.

Claim 11 (original): A method as recited in claim 9 further comprising forwarding the content item to the one or more entities for collecting further comments.

Claim 12 (currently amended): A method of performing checking of content as a step prior to possible clearance comprising:

encoding a spot thereby creating an electronic spot file on a first computer system, the first computer system being that of a content sponsor;

assigning an identifier to the electronic spot file;

associating the electronic spot file and identifier with a content medium;

entering a spot count in a submission form corresponding to the content medium, the spot count corresponding to the number of electronic spot files associated with the content medium;

entering one or more recipients of the content medium in the submission form;

transmitting the content medium to the one or more recipients for checking;

evaluating the electronic spot file on a second computer system; and

transmitting feedback relating to the electronic spot file as a checking process.

Claim 13 (currently amended): A method as recited in claim 12 wherein encoding a spot further comprises using a codec program to create a [[a]] digitized video file.

Claim 14 (original): A method as recited in claim 12 wherein the first computer system is an encoding station.

Claim 15 (original): A method as recited in claim 12 wherein assigning an identifier to the electronic spot file further includes assigning a file description to the electronic spot file.

Claim 16 (original): A method as recited in claim 12 wherein the identifier is an ISCI code.

Claim 17 (original): A method as recited in claim 12 further comprising associating a plurality of electronic spot files with the content medium.

Claim 18 (original): A method as recited in claim 12 further comprising completing the submission form on a clearance service provider web site.

Claim 19 (original): A method as recited in claim 12 wherein the content medium represents a digital tape submitted to the one or more recipients.

Claim 20 (original): A method as recited in claim 19 wherein the one or more recipients includes television broadcasters.

Claim 21 (original): A method as recited in claim 12 further comprising transmitting the feedback data to the first computer system.

Claim 22 (currently amended): A method of performing checking of content as a step prior to possible clearance comprising:

transmitting an electronic package from a sender to a recipient;

completing a submission form describing the electronic package and containing a list of recipients;

receiving the electronic package;

collecting feedback on the electronic package for checking; ~~and~~

transmitting the feedback to the sender;

a content sponsor encoding and naming a spot;

a content creator creating the contents for the spot; and

a content disseminator receiving the created content and having clearance software for receiving the encoded spot and distributing the spot to a broadcaster clearance department.

Claim 23 (original): A method as recited in claim 22 wherein the electronic package contains one or more encoded files, an encoded file representing a spot.

Claim 24 (original): A method as recited in claim 22 wherein the electronic package is transmitted by an advertiser and the recipient is a television broadcasting company.

Claim 25 (original): A method as recited in claim 22 wherein the electronic package is transmitted from a clearance service provider to the recipient.

Claim 26 (original): A method as recited in claim 22 wherein completing a submission form further comprises accessing the submission form on a web site under control of the clearance service provider.

Claims 27 - 35 (cancelled)

Claim 36 (new): A method as recited in claim 22 including having the content disseminator manage submissions from advertisers and authenticate review of the spots.

Claim 37 (new): A method as recited in claim 22 including having the content disseminator manage submissions from advertisers and authenticate review of the spots.

Claim 38 (new): A method as recited in claim 12 wherein the content sponsor is an entity separate and different from a content disseminator or clearance organization.

Claim 39 (new): A method as recited in claim 9 including having a content disseminator manage submissions from advertisers and authenticate review of the spots.

Claim 40 (new): A method as recited in claim 9 wherein a content sponsor enters the electronic spot file, and the content sponsor is an entity separate and different from a content disseminator or clearance organization.